

# ENERGY UPGRADE CALIFORNIA® 2018 JCAP WORKSHOP

**10:00 AM-4:30 PM | California Public Utilities Commission**  
505 Van Ness Avenue, San Francisco, CA 94102 | Golden Gate Room



# TODAY'S AGENDA

<b>10:00 am -11:30 am</b>	Evaluation Results Presentation	Rory Cox (CPUC)
<b>11:30 am -12:30 pm</b>	Lunch Break	All Parties
<b>12:30 pm -2:00 pm</b>	<ul style="list-style-type: none"><li>• JCAP Process Timeline</li><li>• Year 1 Priorities</li><li>• Year 2 Goals and Priorities</li><li>• Channel breakdown of Priorities/Integration Matrix Review</li></ul>	Emily Cerling (DDC), Joanna Diaz Soffer (DDC), Matt Perry (DDB), Interagency Partner Representatives
<b>2:00 pm -2:15 pm</b>	Break	All Parties
<b>2:15 pm - 4:15 pm</b>	Collaboration Session	Emily Cerling (DDC), Joanna Diaz Soffer (DDC), All Parties
<b>4:15 pm – 4:30 pm</b>	Next Steps	Emily Cerling (DDC), Joanna Diaz Soffer (DDC)



# WHY ARE WE HERE?

- **Looking back on Y1**
  - Year 1 Performance
- **Looking forward to Y2**
  - JCAP Timeline
  - What Y2 will look like
  - Optimize CPUC Priorities for Y2



# GOALS FOR TODAY

- Apply Y1 feedback to Y2 JCAP and campaign
- Provide Consulted and Supportive Parties with deeper understanding of Y2
- Solidify CPUC Priorities for Y2



# EUC & RATE REFORM

Workstream Integration



# TOPLINE CUSTOMER ENGAGEMENT GOALS

The statewide customer engagement effort is primarily delivering marketing communications, measurable outcomes of this effort will be Awareness and Intent (to act).

These critical objectives lay the foundation for behavior shifts; attitudes and perceptions shift prior to behaviors and actions. With finite resources, DDB is focusing on the most critical needs of the statewide customer engagement campaign.

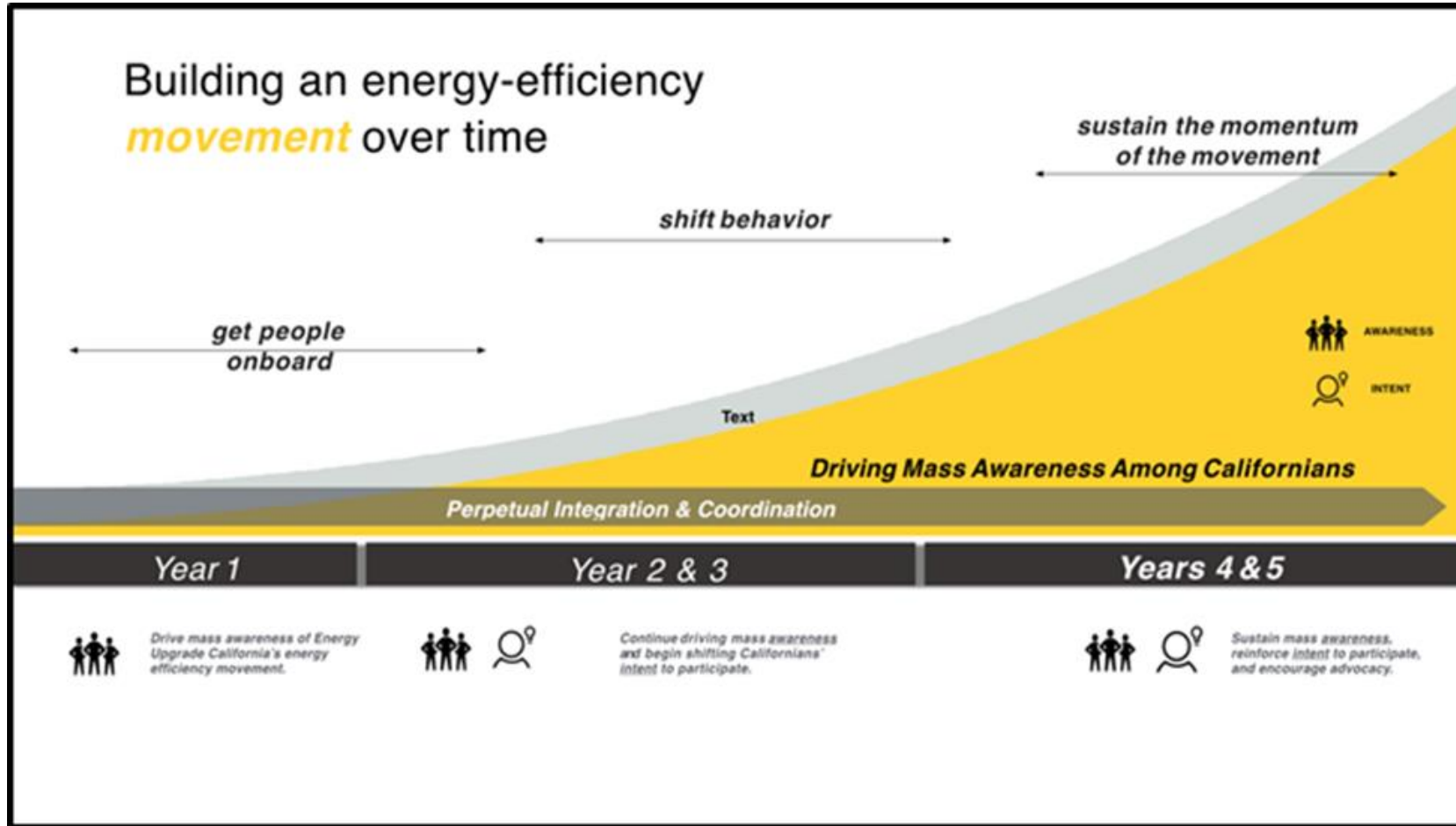
*\*As stated in the Five-Year ME&O Strategic Roadmap in Section 6.1*



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# YEAR ONE PRIORITIES



# YEAR ONE HIGHLIGHTS



The Main Site



## Who We Are

Energy Upgrade California is a nonprofit initiative committed to helping Californians save and protect energy, conserve and generate natural resources, reduce demand for fossil fuels, and make the most of the state's clean energy technology in a way that is efficient, effective, and equitable.

## Local Heroes

All across California, individuals are making great things happen. Meet some of the local heroes who are leading the way in energy efficiency, conservation, and clean energy.



## Small Business Owners

Small business owners are the backbone of the California economy. They are also the ones who are most responsible for the state's energy efficiency and conservation efforts.



Community Spotlight

Learn more about the community spotlight featured on the website.



Home Energy Efficiency

Learn more about the home energy efficiency featured on the website.



The Movement

Learn more about the movement featured on the website.

The Movement Site



## Calling All Energy Heroes

Energy Upgrade California is looking for energy heroes to join our team. We are looking for individuals who are passionate about energy efficiency and conservation, and who are willing to share their knowledge and experience with others.

## Things to Do

Learn more about the things to do featured on the website.



Home Energy Efficiency

Learn more about the home energy efficiency featured on the website.



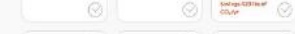
The Movement

Learn more about the movement featured on the website.



Home Energy Efficiency

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The Movement

Learn more about the movement featured on the website.



Home Energy Efficiency

Learn more about the home energy efficiency featured on the website.

The HEE Site



## Home Energy Assessment

Learn more about the home energy assessment featured on the website.



Home Energy Efficiency

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# YEAR ONE HIGHLIGHTS





# YEAR ONE HIGHLIGHTS



Television



Promotional Material



Climate March



Eclipse



Climate March Activation



Small Business Print



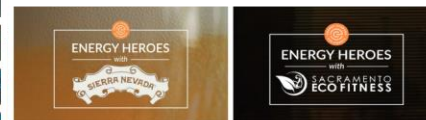
Outdoor



:15s Videos



Digital Banners



Energy Heroes Videos



SMB Print



# EVALUATION RESULTS PRESENTATION

**10:00AM – 11:30AM | Energy Efficiency Analyst, California Public Utilities Commission**  
Presented by Rory Cox



# YEAR ONE EUC MEASUREMENT PLAN

Marketing Objectives	Key Measures	Measurement Tools	Reporting Frequency	Goals	Year 1 Measurement Goals* / Benchmarking Windows
Awareness	Shift in aided awareness <sup>1</sup> Shift in unaided awareness <sup>2</sup>	DB5 Tracking Study	Semi-Annually	YOY % increase	Aided +2 - 6% pts (up from 64%) Unaided +1 - 3% pts (up from 1%)
	Shift in familiarity ladder <sup>1</sup>				Shift in familiarity +4 - 7% pts (up from 27%)
Intent	Shift in motivation <sup>3</sup> I'm always seeking out ways to be more energy efficient	DB5 Tracking Study	Semi-Annually	YOY % increase	Shift in motivation** +2 - 5% pts (up from 74%)
	Shift in Intent to Participate <sup>4</sup> Increase in intent to take action				Benchmark is 80%***
	Shift in Participation Increase in engagement with content Referral traffic to PA website	Platform-Specific Metrics	Quarterly		Google analytics tracked site referrals. Benchmarks to be set July '17 - June '18
	Shift in Advocacy (of messaging/content) Increase in sharing, mentions, likes, follows, comments Social community growth per platform				Benchmarks to be set July '17 - June '18

<sup>1</sup>We'd like you to think about how familiar you are with the program/initiative listed below. Please mark the box that comes closest to describing how familiar you are with that program/initiative.

<sup>2</sup>We'd like you to think about energy efficiency actions, programs, and initiatives. Please type below the name of the different programs and initiatives you have heard of including the brands/companies/government institutions promoting these programs/initiatives/actions. You can type as many as you like.

<sup>3</sup>Using a scale of 1 to 5 where 5 means 'strongly agree' and 1 means 'strongly disagree,' how well does each of the following statements describe you?

<sup>4</sup>In the next 6 months, how likely are you to make changes in your daily routine to become more energy efficient?

\*This target score is determined by the regression analysis and is modeled by the DB5 benchmarking study (March 2017) and projected 2017 media GRPs

\*\*As determined by the movement in "very likely" or "somewhat likely" (i.e., top two box on 5 pt scale)

\*\*\*Benchmark set at 8/17 Wavetracker





# HEADING INTO YEAR TWO

- Initial campaign results show positive movement in both unaided awareness of the Energy Upgrade California brand (meeting our yearly goal within 4 months of campaign launch) and intent to take energy saving actions.
- Californians have greater awareness of our prioritized energy saving actions than they did before the campaign launched, and we will further lean into highlighting specific energy management actions that they can take in 2018.





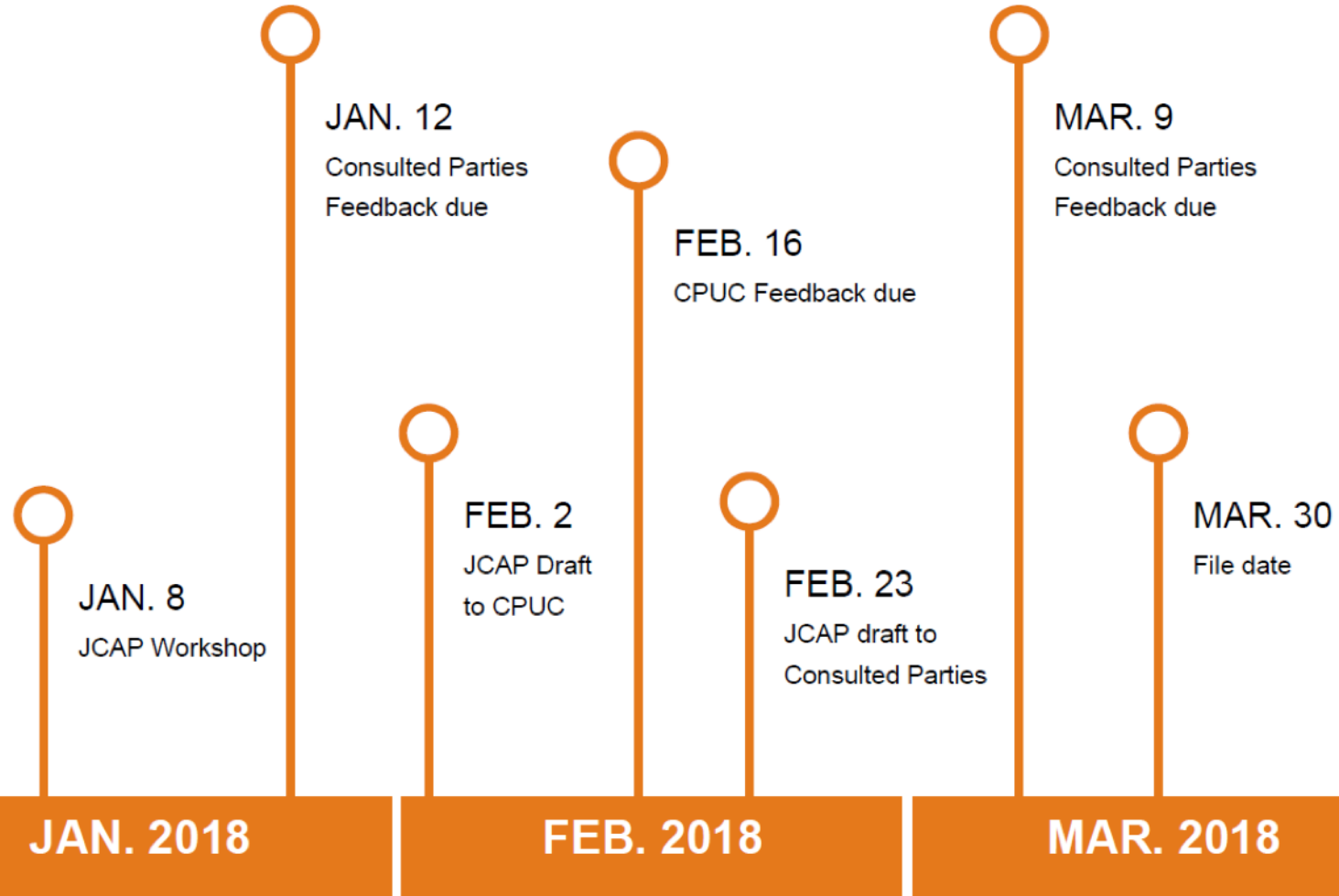
# LUNCH BREAK

Please return by 12:30 PM



# JCAP Timeline

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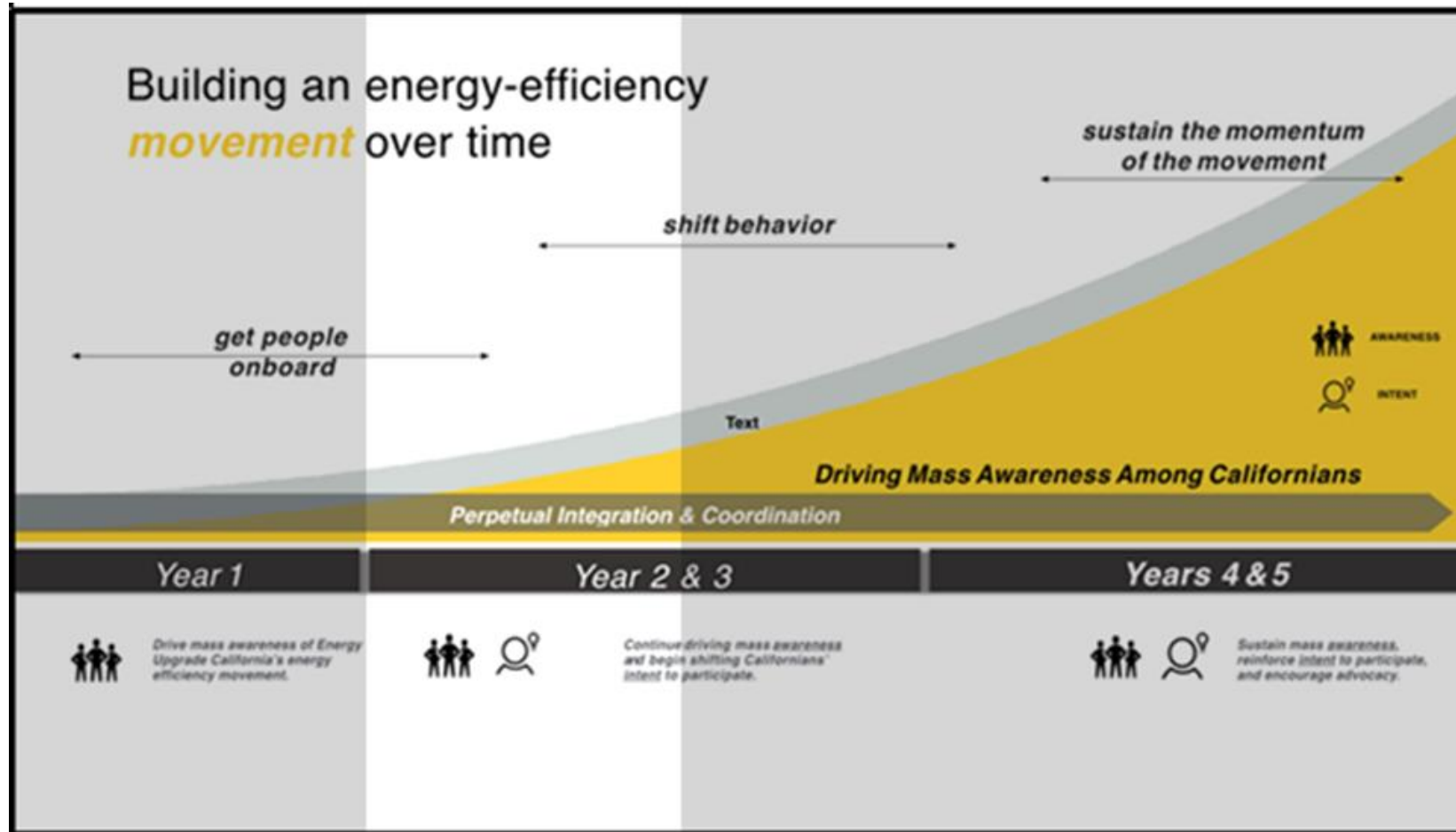


# YEAR TWO OBJECTIVES

- Continue increasing awareness of the initiative with mass-reach media tactics.
- Reinforce the familiarity of the brand and educate California residents and small businesses by keeping the initiative top of mind and refining delivery to specific audiences and regions with relevant messaging.
- Encourage people to learn more and participate in the program with refined tactics (based on findings about each audience segment's specific motivators) based on prior-year campaign learnings.



# YEAR TWO PRIORITIES



# YEAR 2 KEY METRICS

Note that goals will be set after a regression analysis of plan (plan currently in development). Goals set in by late February

Marketing Objectives	Key Measures	Measurement Tools	Reporting Frequency	Goals	Year 2 Measurement Goals* / Benchmarking Windows
Awareness	Shift in aided awareness <sup>1</sup> Shift in unaided awareness <sup>2</sup>	DB5 Tracking Study	Semi-Annually	YOY % increase	Aided +2 - 6% pts (up from 64%) Unaided +1 - 3% pts (up from 1%)
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	Shift in Intent to Participate <sup>4</sup> Increase in intent to take action				Benchmark to be set in July/August 2017 wave tracking
	Shift in Participation Increase in engagement with content Referral traffic to PA website	Platform-Specific Metrics	Quarterly		Google analytics tracked site referrals. Benchmarks to be set July '17 - June '18
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# 3-PRONGED STRATEGIC APPROACH

- Brand lift and leverage
- Partnerships: Community outreach
- Partnerships: Supportive & Consulted Parties



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# BRAND LIFT & LEVERAGE



# WEBSITE

- Optimize the site to be mobile forward and to better engage users on mobile devices
- Move lead capture to the top of the page
- Inspire, educate and drive all Californians to act, which would be measured by site behavior metrics, Movement signups, and traffic drivers to PAs





# PAID MEDIA

- Drive reach to help generate awareness of EUC
- Secure placements with a longer dwell time to educate and encourage participation with program content



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# PR/EVENTS

- Place focus on telling more humanized stories about real Californian residents and business owners (i.e. Energy Heroes, small businesses, CBOs, etc.)
- Continue to target both large statewide publications as well as smaller, more regional and niche publications with EUC messaging, related energy news, and further define the campaign's purpose through energy related trade publications and EUC speaking opportunities
- Amplify messages and identify/participate in relevant local and industry events in order to reach Californians en masse and coordinate widespread participation with the target audiences





# STRATEGIC PARTNERSHIPS: COMMUNITY OUTREACH



# ORGANIC SOCIAL

- Develop a community of energy stewards through culturally relevant content and ongoing community engagement.
- Purpose: Inspire engagement and advocacy

*(note: paid social included in paid media)*



# COMMUNITY OUTREACH

- Leverage our relationships with CBOs to ensure our partners are engaging their networks to take action
- Grow our network
- Expand PA Integration
- Expand grant recipient program
- Develop a comprehensive, full-year calendar of events
- Create CBO synergy on messaging platforms
- Education



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# **STRATEGIC PARTNERSHIPS: SUPPORTIVE & CONSULTED PARTIES**





# YEAR ONE INTEGRATION METRIX

Product/Service	Website	Organic Social	Paid Media	PR/ Events	Community Outreach	Comments
Behaviors (free)	X	X	X	X	X	
Energy Management Technologies	X	X	X	X	X	
Lighting	X	X	X	X	X	
Home Energy Checkup/ Advisor	X	X	X		X	
RRR/TOU	X	X	X	X	X	
ESA	X				X	
Efficient Appliances	X	X		X	X	
Home Upgrade Program / Whole House	X	X			X	
HVAC	X	X			X	
Zero Net Energy	X	X				
Rooftop Solar	X					
Electric Vehicles	X					
CARE	X					
Demand Response/AC Cycling	X					
Climate Credit	X	X				
Community Choice Aggregation	X					

Print out to be provided.



# BREAK

2:00 PM – 2:15 PM



# COLLABORATION SESSION



# NEXT STEPS

**JANUARY 12** - Consulted Parties feedback from Workshop due to DDC

